RFI Focus Areas: Program Management

Lessons Learned

Issue(s): What lessons have been learned from previous technology transfer activities in government, the non-profit arena or commercial enterprise?

Suggested paper topics: What lessons have been learned from your own efforts to transfer technology? Discuss both technology infusion and technology spin-off efforts, and address both positives and negatives.

Acquisition Strategy

Issue(s): What is the right business approach and acquisition strategy for implementing an effective two-way technology transfer approach and structure?

Suggested paper topics: Discuss business models, acquisition strategy, and award instruments that will best support the goals of the Innovative Partnerships Program. Address the pros and cons and any lessons learned associated with your recommendations or alternatives provided. Discuss alternatives on the use of special contractual arrangements, awards, and incentive structures that may be used to enhance participation and performance. What roles should NASA civil servants play and how will they interface with their external partners? Where applicable, distinguish between NASA HQ roles and NASA field center roles. What unique approaches are recommended for involvement of small and small disadvantaged businesses?

Innovative Approaches

Issue(s): What are some innovative and effective approaches to achieving technology transfer?

Suggested paper topics: Discuss possible approaches to accomplish NASA's technology transfer objectives. Address both technology infusion and technology spin-out. Include advantages, disadvantages, and "affordability". Identify investments that need to be made under the recommended approach. Where appropriate, address policy changes that are needed to make the approach viable. What should be the roles of civil servants?

Effectiveness

Issue(s): What is an "effective" approach to technology transfer?

Suggested paper topics: Discuss the general challenge of creating an effective technology transfer program that maximizes value to the Nation and to NASA. Identify investments that need to be made to achieve an effective program. Where appropriate, address policy changes that are needed to make the approach viable. What is the correct balance between spin-in and spin-out of technology? What should be the roles of the civil servants?

Teaming Arrangements

Issue(s): What are viable options for innovative teaming arrangements?

Suggested paper topics: Discuss the various options for innovative teaming arrangements to accomplish technology transfer objectives, for both technology infusion and technology spin-off. Discuss the optimal mix of academia, non-profit, and government partners and their respective roles.

Metrics

Issue(s): What are the right metrics to use to measure performance?

Suggested paper topics: Discuss the general challenge of selecting a set of metrics to measure performance. Recommend a set of metrics that would reflect value created for the Nation and for NASA. Address the specific issues that arise when the performance timeframe spans several years. Discuss how to apply Earned Value principles to technology transfer activities. Discuss the appropriate set of metrics to measure the effectiveness of the transformed program.

RFI Focus Area: Tools and Methods

Innovative Use Of Technology Transfer Industry

Issue(s): What is the best approach to fully use the commercial counterparts in the technology transfer industry?

Suggested paper topics: What best practices from Industry could apply to NASA technology transfer efforts? How can NASA benefit from or leverage the technology transfer expertise in the commercial sector?

Low cost methods

Issue(s): What are some low cost methods to accomplish NASA's technology transfer objectives?

Suggested paper topics: What are some low cost approaches, methods, tools, etc. that NASA could use to facilitate the content management, to accomplish marketing or outreach, or partnership development?

Use of web-based tools

Issue(s): What are some web-based tools that could effectively be used for content management and/or outreach and marketing of NASA's Intellectual Property assets?

Suggested paper topics: Discuss, in detail, what new web-based tools would be appropriate for NASA to use for technology transfer. Discuss how they are more effective than traditional methods. Consider the entire spectrum from websites, to software tools, to Blogs, to E-zines, Web-seminars, etc.

Radically Different Practices

Issue(s): What are some new, innovative, radical practices that could be employed to accomplish the NASA's technology transfer objectives?

Suggested paper topics: Discuss "wild" ideas that could be employed to accomplish technology transfer. Address approaches for patent licensing, partnership development, IP management and marketing & outreach. Identify issues and opportunities. Address any policy changes that would be needed. Discuss what is the role of the civil servant.

High-tech, small business incubators

Issue(s): What is the right approach to effectively use high-tech, small business incubators to accomplish NASA's technology transfer objectives?

Suggested paper topics: In the past NASA has had mixed success in the use of incubators in the execution of its tech transfer mission. What are the characteristics of an incubator that can successfully support NASA's technology transfer objectives? Describe the relationship between NASA and the Incubator. Discuss ways that NASA can leverage the wide range of Incubators located around the U.S. to accomplish its technology transfer objectives.

Leveraging of federal, state, & local technology transfer & economic development efforts

Issue(s): What is the best approach for leveraging federal, state & local tech transfer & economic development efforts to accomplish NASA's technology transfer objectives?

Suggested paper topics: Discuss how NASA can benefit from working with other federal, state and local tech transfer and economic development entities to accomplish their joint objectives. Discuss how NASA can build alliances with those groups to accomplish common objectives.

Partnership Development

Issue(s): What is the best approach for NASA to engage commercial companies in joint technology development activities?

Suggested paper topics: Discuss what are the best ways to attract commercial companies to engage in joint technology development projects with NASA where both parties bring assets to the table (in-kind or monetary). Discuss from the commercial company's perspective what are the benefits and drawbacks from engaging with NASA on such a venture. Discuss what changes should be made to make it more enticing to the commercial company.

Licensing

Issue(s): One of NASA's objectives is to make its patented technologies available to U.S. enterprises through licensing to fulfill a private or public need (i.e., spin-out). What are the best approaches for NASA to use to accomplish widespread licensing of its patented technologies?

Suggested paper topics: Discuss what are the best ways for NASA to attract potential licensees. Discuss from an entrepreneurs perspective, what are the benefits and drawback to licensing NASA patented technologies. Discuss what changes should be made to make it easier for an entrepreneur to license the technology. Discuss what are the best ways to monitor performance

once the patent has been licensed to ensure the entrepreneur is progressing toward commercialization.

Technology Infusion

Issue(s): To achieve the nation's Space Exploration Vision, many new technologies will have to be developed. NASA believes many of those technologies will come from academia and the commercial sector. What is the best way to find those needed technologies and infuse them (spin-in) into NASA's development efforts?

Suggested paper topics: Discuss what are the best approaches for infusing (i.e., spinning-in) new technologies into NASA's technology development efforts. Discuss what are the best approaches for infusing and adapting existing technologies already developed by academia, industry or other government entities into NASA's technology development lifecycle. Discuss what are the best approaches for matching NASA technology needs with industry and academia's developed technologies or their new technologies in development.

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